



## Job Advert: Group Sales Manager

Leaders (Executive Sport Ltd) is an event business servicing a global network of senior executives involved in sports business and sports performance worldwide. Leaders' events are exclusive, invitation-only and for the senior decision makers in sport. With conferences in UK, USA, China & UAE, Leaders incorporates a number of high-level platforms as well as a series of specific workshops and networking opportunities, that make them the must attend international sporting events in the calendar.

### The Role:

The Group Sales Manager will oversee sales performance for delegate and membership sales across both the Sport Business and Sport Performance (Leaders Performance Institute) teams. This individual will be a key driver for maximising sales performance for the 2 teams, ensuring sales targets are met. As a passionate sales leader, the individual will create the right sales environment for each salesperson to succeed.

This is an excellent opportunity to join a growing business, gain exposure to the sports industry, and utilise your experience to make a significant impact on the company.

### Sales Planning & Sales Targets

- Set and achieve targets for Sport Business and Sport Performance Sales teams
- Ensure a clear sales strategy for every product line
- Ensure Sales team achieves target across all products (delegates/memberships/referrals)
- Sales Analysis working closely with Insights Team
- Assist budget planning with clear rationale

### Performance Management

- Oversee all weekly sales team meetings and huddles
- Ensure team are motivated and incentivised
- Manage, Update and review individual KPI's and Sales Pipeline on a regular basis

### Coaching, Training & Recruitment

- Regular Coaching & Training of the sales team
- Take active role in recruitment process

### Pipeline Management, Lead Sourcing & Sales Support

- Work closely with Marketing and CRM Teams
- Effective use of Salesforce CRM
  - Creation of relevant dashboards
  - Monitor live team and individual performances
  - Ensure every team member has a (fair and equal) customer territory
  - Help team members identify sales leads/reports on Salesforce
  - Use Salesforce efficiently to monitor activity and pipeline
- Ensure fair distribution and management of all Incoming enquiries
- Enforce account ownership guidelines and reallocation when required
- Identifying, collate and sign off on relevant networking events to attend



## **Ideal Candidate:**

- Proven experience managing sales teams with at least 5 years sales management experience
- Experience of managing sales teams for a B2B events and media/publishing businesses
- Proven experience of excellent people management skills with clear ability to inspire others
- Experience of implementing performance management systems
- Strong ability to work with other departments such as Content and Marketing teams
- Commercial acumen and experience of budget ownership
- Strong analytical skills
- Can-do Attitude
- Excellent communication and presentation skills
- An interest of sport is preferable
- Computer literature and fully competent with Microsoft Outlook, Powerpoint, Excel, and Salesforce
- An advocate for the company and a good fit with the Leaders values of: Quality, Leadership, Collaboration, Aspirational, Accountability

If you are interested, please submit a tailored covering email alongside your CV via our website addressed to Simon Lau, Chief Commercial Officer. Successful applicants will be contacted within a week of application.

[www.leadersinsport.com/careers/](http://www.leadersinsport.com/careers/)